

WHAT IS CLAIMED IS:

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1. A receiving apparatus for receiving an image signal transmitted from a transmitting end, said receiving apparatus comprising:

receiving means for receiving said image signal;

first output means for outputting the image signal received by said receiving means to a display;

extracting means for extracting electronic program guide information (EPG) added to the image signal received by said receiving means;

alteration means for altering the display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and

second output means for outputting the EPG altered by said alteration means to said display.

2. A receiving apparatus according to Claim 1, wherein said predetermined information represents a broadcasting station providing said EPG.

3. A receiving apparatus according to Claim 1, wherein said predetermined information represents a broadcasting station transmitting said image signal, which is being received by said receiving means.

SECRET

4. A receiving apparatus according to Claim 1, further comprising recording means for recording information representing a predetermined broadcasting station, wherein said predetermined information represents the predetermined broadcasting station recorded in said recording means.

5. A receiving apparatus according to Claim 1, wherein said alteration means alters the order of data constituting said EPG to be displayed in accordance with said predetermined information.

6. A receiving apparatus according to Claim 1, wherein said alteration means displays data constituting said EPG so that part of the data is emphasized in accordance with said predetermined information.

7. A receiving apparatus according to Claim 1, wherein said alteration means displays data constituting said EPG so that additional information is added to part of the data in accordance with said predetermined information.

8. A receiving method for receiving an image signal transmitted from a transmitting end, said receiving method comprising:

SECRET

B2-5077

a receiving step for receiving said image signal;
a first output step for outputting the image signal received in said receiving step to a display;
an extracting step for extracting EPG added to the image signal received in said receiving step;
an alteration step for altering the display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and
a second output step for outputting the EPG altered in said alteration step to said display.

9. A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end,

in which said computer program comprises:

a receiving step for receiving said image signal;
a first output step for outputting the image signal received in said receiving step to a display;
an extracting step for extracting EPG added to the image signal received in said receiving step;
an alteration step for altering the display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and
a second output step for outputting the EPG altered in said alteration step to said display.

SECRET

10. A receiving apparatus for holding a computer program and using said computer program to receive an image signal, wherein said computer program comprises: a receiving step for receiving said image signal; a first output step for outputting the image signal received in said receiving step to a display; an extracting step for extracting EPG added to the image signal received in said receiving step; an alteration step for altering the display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and a second output step for outputting the EPG altered in said alteration step to said display.

11. A transmitting apparatus for transmitting an image signal to a receiving end, said transmitting apparatus comprising:

first generating means for generating said image signal;

second generating means for generating EPG;

third generating means for generating information representing a broadcasting station providing said EPG;

adding means for adding said EPG generated by said second generating means and said information representing the broadcasting station, which is generated by said third

SECRET

generating means, to said image signal generated by said first generating means; and

transmitting means for transmitting to the receiving end the signal obtained by adding said EPG and said information representing the broadcasting station to said image signal.

12. A transmitting method for transmitting an image signal to a receiving end, said transmitting method comprising:

a first generating step for generating said image signal;

a second generating step for generating EPG;

a third generating step for generating information representing a broadcasting station providing said EPG;

an adding step for adding said EPG generated in said second generating step and said information representing the broadcasting station, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the broadcasting station to said image signal.

SECRET REF ID: A66040

13. A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, wherein said computer program comprises:

a first generating step for generating said image signal;

a second generating step for generating EPG;

a third generating step for generating information representing a broadcasting station providing said EPG;

an adding step for adding said EPG generated in said second generating step and said information representing the broadcasting station, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the broadcasting station to said image signal.

14. A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, wherein said computer program comprises: a first generating step for generating said image signal; a second generating step for generating EPG; a third generating step for generating information representing a broadcasting

SECRET

station providing said EPG; an adding step for adding said EPG generated in said second generating step and said information representing the broadcasting station, which is generated in said third generating step, to said image signal generated in said first generating step; and a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the broadcasting station to said image signal.

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